

Midwest Connections Rebate Request Form

WEEPING UNDERWATER LOOKS A LOT LIKE LAUGHTER, Michael J. White (Putnam / Penguin)

- Promotion launch date February 1, 2010
- Promotion period From February 1 through April 30, 2010
- Rebate Request Deadline May 15, 2010

Required! Report your sales for the entire promotion period QTY SOLD _____

| | |
|------------------|------------------------|
| Store Name _____ | Contact _____ |
| Address _____ | Date _____ |
| City _____ | State _____ Zip _____ |
| Phone _____ | Fax _____ E-mail _____ |

Rebate Requirements:

- Promote this book in one or more of the following four ways throughout the promotion period
- Document your promotion activities
- Report your sales for the entire promotion period
- Send documentation and sales report to MBA, 3407 West 44th Street, Minneapolis, MN 55410, by the Rebate Request Deadline stated above
- Contact MBA if you have questions about rebates

A \$25 rebate is offered for each of the following [required documentation is in brackets]:

- 1. Feature, review, or advertise this title in your store newsletter/E-newsletter or on your store's website; include photo of book cover.
[Send copy of newsletter/E-newsletter, or proof of website feature to MBA.]
- 2. Run a paid print ad on this title in your local newspaper or similar publication; include photo of book cover.
OR Run a paid radio ad or review/discuss this title on the radio. Must mention title, author, and publisher.
OR Run a paid ad on a community website (such as your local newspaper's website); include photo of book cover
[Send print ad tearsheet, copy of website ad, or radio script, and payment documentation to MBA.]
- 3. Recommend, promote, and discuss this title with your store-sponsored and/or local book clubs.
[Document book club use to MBA.]
- 4. Display this title on its own in a table, window, or wall display, with at least 3 copies.
OR - Do a group display of **February, 2010**, launch Midwest Connections Picks titles.
Note: One group display rebate only allowed per launch date.
[Document display with 5+ photos – preferably digital – and submit to MBA.]

Check all that apply – we are requesting rebate: #1 _____ #2 _____ #3 _____ #4 _____

\$ _____ total rebate requested

A Checklist for Your Use -- Promote this Midwest Connections title via:

- _____ my store's newsletter/E-newsletter and website
- _____ advertise in newspaper, on radio, or local community website
- _____ recommend and discuss with store/local book clubs
- _____ display alone
- _____ display in group with other titles from the same launch date

Other Ideas -- MBA needs your details of all your promotions to share them with the publisher and to document our Midwest Connections program. Thank you!

- Host an event at your store that features this title. Send MBA details of your event.
- Hand-sell this title in your store as a "staff pick" or recommended title. Document with photos or information about how store handles "staff picks."
- Send your recommendation or review of this title to Susan Walker at the MBA office. susan@midwestbooksellers.org
MBA will share it with the publisher.
- Other promotion of this title – please describe and document to MBA.